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Media Release

Athene Communications expands client base across sectors and across country

Peterborough-based PR and employee communications company, Athene Communications has continued to expand its client base both by industry and by geography over the last three months, landing new contracts with footwear giant, Wolverine World Wide; the country's leading cheque processor, Intelligent Processing Solutions Ltd; and with the South East Coast NHS Collaborative Procurement Hub.

Wolverine World Wide is one of the world's largest footwear companies, embracing such well-known brands as Hush Puppies, Merrell and Caterpillar, with European operations in Paris, Düsseldorf, London, Bristol and Leicester. Athene has been hired to help develop a stronger corporate approach to employee communications across Europe, including through the development of a new all staff magazine.

Intelligent Processing Solutions (iPSL) handles over 70 per cent of the country's cheques and employs over 2,000 people at its sites in Northampton, Milton Keynes, Bootle, Bradford, Camberley and Bristol. Following Athene's successful and ongoing employee communication work with its sister company, Unisys Insurance Services Ltd, iPSL has brought Athene on board to review its employee communications and to put in place new ways of ensuring clear and consistent messages are communicated to staff across the sites.

Following on from its successful work with the East of England NHS Collaborative Procurement Hub, Athene has recently won a tender to provide a newsletter and website for Dorking-based South East Coast NHS Collaborative Procurement Hub (CPH). The CPH is a newly-formed shared services organisation covering the counties of Surrey, Sussex and Kent, which influences a commercial spend of over £1bn of its local NHS trusts. Athene is providing a bespoke newsletter for its 27 NHS member trusts and is working with Peterborough-based BIMA award nominated web development agency e-Man to produce a fully bespoke website.

Athene's principal account director, Ann McHugh said, "We are delighted to have won such high profile new clients in such a short period of time. This is testament to the growing reputation of Athene as a provider of high quality employee communication services and marketing materials.

"We already have a firm base in the financial services industry and with NHS clients, so it's good to move into the retail world through our new association with Wolverine."

Athene has also recently started working with the Voyager School, providing advice to pupils on how to start a new school magazine.

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Notes to Editors

Athene Communications is a strategic communications consultancy, offering innovative and integrated advice and support to organisations looking to improve the way they engage and communicate with key internal and external audiences, particularly those embarking on major change programmes or projects.

Other clients in 2007 have included Pearl Assurance, Unisys Insurance Services Ltd, Budget Group, Peterborough City Council, the East of England NHS Collaborative Procurement Hub, the Postgraduate Medical Education and Training Board, Peterborough and Stamford Hospitals NHS Foundation Trust, and the Peterborough Enterprise Programme.

Media contacts

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